

eHealth market segmentation framework in developing countries

International University in Geneva

Professor Patrice Anne Nuq

Developing Countries' Environment

- Medical staff shortage
- Infrastructure issues
- Traditional/cultural barriers

Source: ITU, WHO

Role of Private Sector is key in developing countries

- Investment must come from private sector
- New diagnostic and treatment services from private sector focused on market segmentation strategies

Why is Market Segmentation important in developing countries

... breaking down of potential market into groups

- ▶ Who are they ? Which doctors, which patients?
- ▶ What do they want to buy ? eHealth for diagnoses, treatments, education
- ▶ How do they want to buy ? Private vs. public sector
- ▶ Why do they want to buy ? Improved benefits for both doctors and patients

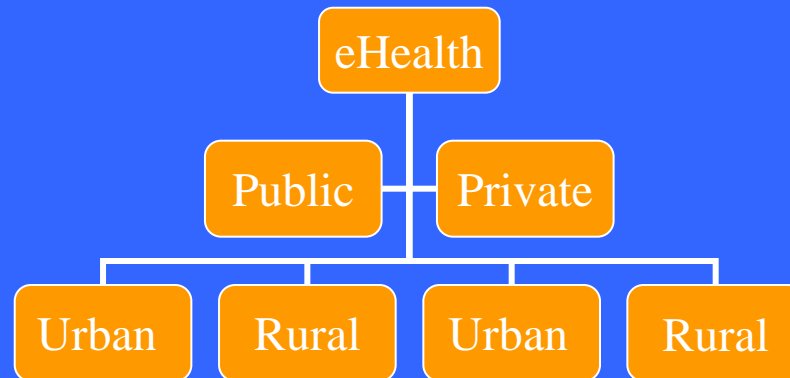
Specifics regarding developing countries

- Public (state-owned) vs. Private sector
- Needs are different than developed countries, ie. Technology availability, access to medical data, limited resources and know-how.
- Rural vs. Urban differences (hospital or community)
- pP Jannett, M. Gagnon, H. Brandstadt, "Preparing for success: Readiness models for rural Tele-Health", Journal of Postgraduate Medicine 2005, vol.51

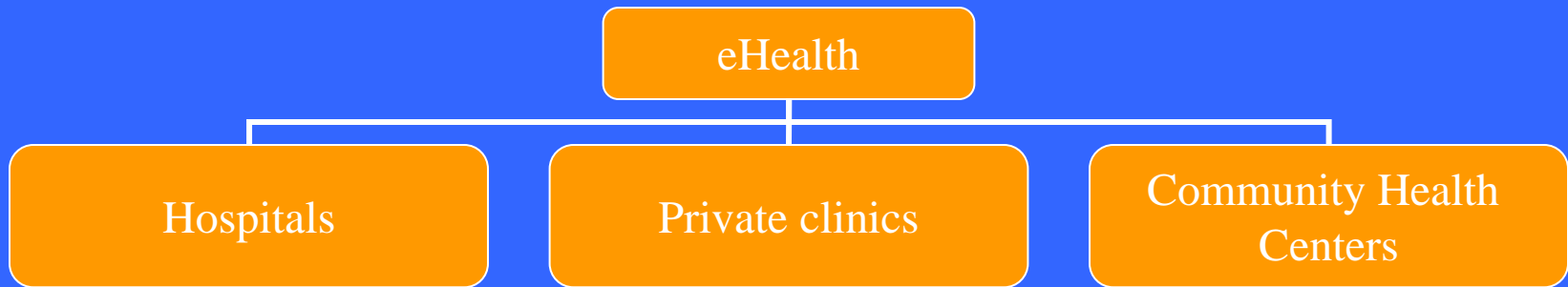
Types of market segmentation

- Demographic aspects in developing countries ie. Younger doctors, local vs. Foreign doctors, male vs. Female
- Psychographic aspects such as :
positive attitude towards eHealth, avid user of Internet and technology (ICT)
- Behavioural aspects such as
diagnostics, treatment and education.

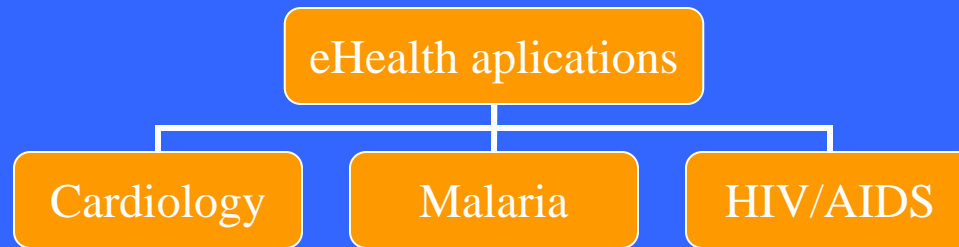
eHealth market segmentation conceptual framework



eHealth market segmentation conceptual framework



eHealth market segmentation conceptual framework



Next Steps

- Continuous research – pilot studies and quantitative research
- Pilot studies with Private sector
- Continuous publications contributing to management practice
- Info sessions to build awareness/acceptance

Thank you very much